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## NEW LIFE STYLES, NEW BARRIERS TO BREAK DOWN

### Rainbow Family Tourism, Service Description and Analysis

## Thesis

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## ABSTRACT

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<p>This thesis titled 'New life styles, new barriers to break down. Rainbow family tourism; service description and analysis', was written to offer the opportunity to get to know one of the latest services in the tourism industry, the rainbow family tourism or lesbian, gay, transgender and bisexual family tourism (LGTB family tourism). As the title says, the service has been described in detail, starting from basic concepts like tourism and family and continuing with the predecessor the LGTB tourism or gay tourism with an example from the United States of America, the pioneer on LGTB tourism. All the information was given to offer the knowledge on Rainbow family tourism and the sector where it is situated.</p> <p>Once the description was made the analysis of the service followed with the theoretical part, in this case the analysis of four tourism services targeted to mainstream families, and four tourism services targeted to LGTB families, and these were the base of the case study. The research methods used were text analysis, data visual analysis and comparative analysis. The case study gave the opportunity to see, from a practical view, the differences and similarities of an equal service targeted to different people.</p> <p>Surprisingly they were similarities and differences between them, both products used the same colours or characteristics of the service when marketing them, on second thoughts the message was express in different way and the values of purchasing a service went further on of the economic exchange in the LGTB family tourism, values of unity, friendship and plurality were transmitted to attract buyers or clients in this case.</p>		

**Key words:** Bisexual, case study, family, family tourism, gay, gay tourism, rainbow family, lesbian, LGTB, LGTB family tourism, qualitative analysis, qualitative research method, rainbow family tourism, text analysis, tourism, transgender, USA, visual data analysis

## **PREFACE**

For those who once believed in me, family, friends & acquaintances  
because I also believe in you and I want your best.

Per tots aquells que alguna vegada en cregut en mi, família, amics i coneguts,  
perquè jo també hi he cregut i vull el millor per vosaltres.

## **ABSTRACT**

## **FOREWORD**

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## **APPENDICES**

## 1 INTRODUCTION

Through adoption, insemination or other ways of procreation the rainbow community has nowadays the power to start a family and break those barriers that have always been closed to them. Countries like Spain, the United Kingdom, the Netherlands, Belgium, Sweden, Norway, Iceland and Denmark allow by law without any discrimination, rainbow families to be registered as a family and be a family. (ILGA Europe 2012.) Thanks to these great news, the amount of gay parents with children has been rising during the last decade, giving the opportunity to express and fulfil their dreams. Unfortunately, there is still a lot of work to do with the hetero-normative values spread around the world, those make this tourism sector travel in special conditions compared to other families, to be accepted and not discriminated on their vacation time.

The aim of this thesis titled *New Life Styles, New Barriers to Break Down*, is to offer a deep view of a new service established in United States of America and Canada since 2003, presenting a new concept of Family tourism: the Lesbian Gay Transgender and Bisexual (LGTB) Family tourism, or Rainbow Family tourism; an unknown tourist sector in Europe which is increasing everyday thanks to the open barriers in our European legislation.

This thesis is going to explain in detail what rainbow family tourism is, also, on our practical part of the report, different services or tourist packages addressed to Rainbow families and mainstream families are going to be discussed to complement the description in the theory part. Before that, it is important to describe the concepts on rainbow family versus mainstream family, tourism vs. family tourism and the most important, the origins of rainbow family tourism: the LGTB tourism, or more well-known as Gay tourism; and this is what we are going to do, clarify the mark, concepts, origins, preferences and the future previsions from LGTB tourism. Once this is done our reader will find it easier to detect and understand the whole concept of what rainbow family tourism means.

The United States of America is an example of freedom for the LGTB community, thanks to their improvements on legislations, politics and freedom of speech, they have developed enormous associations, companies and organizations around the LGTB community,

offering a wide list of services for them, from services to combat the hetero-normative irregularities to services focused on holidays. Since they are the pioneer on this term, we are going to tender the USA LGTB case and the example of success in rainbow family tourism as seen in the R Family Vacation company, the first in the world offering services exclusively to lesbian, gay, transgender and bisexual families.

This and more is what our reader is about to be immersed in when considering the remarkable and unknown LGTB family world, a deep view in their tourism sector and their similarities and differences from the conventional family tourism. Also the public will have the opportunity to get in contact with the case study qualitative research method, what a qualitative research method is and how reliable can be, and the components chosen to create the rainbow family tourism versus family tourism case study, the text analysis, visual data analysis and comparative analysis.

In the practical part, the rainbow family tourism versus family tourism case study is done to corroborate the theoretical part, in this chapter we are going to compare different tourism services meant for rainbow families and mainstream families, with the objective to know which are the similarities and differences between them.

All the contents are meticulously prepared to give our reader an idea of rainbow family tourism and the importance of it, with the goal to create an interest in the field and give a bit of encouragement to adapt or start services around it with the belief that someday these special services will not be needed thanks to the acceptance and respect from everyone everywhere.

## **2 QUALITATIVE RESEARCH METHOD: CASE STUDY**

In this chapter we are going to start with the theory part of our thesis, paying special attention to definitions, concepts and implementations. Taking a look at the concepts will give us an idea of the practical part of our report. Subsequently, small qualitative research methods used in this study will also be explained.

Qualitative research method stands for non-numerical or statistical research, referring to words, content analysis of documents, images, interviews, symbols and other techniques based on intangible data and they should be treated carefully because findings should be described perfectly to not create ambiguity or haziness (Pearce 2012, 50-51). Also, qualitative research allows the subjects being studied to give much richer answers because the data to analyse are text, not numbers, as it is in quantitative research methods. However, the distinction between words and numbers is not as precise as it appears on the first sight. Both offers a perception of reality, but qualitative data provides more details about subjects under consideration, giving facts in a subjective sense. The accuracy of the representation will be reduced during the research process, as we attempt to summarise from a vast amount of data available. (Blaxter, Hughes, Tight & Malcolm 2006, 201-202.) The qualitative research method tends to be associated with small scale studies and description more than analysis, (Denscombe 2007, 232-233) like case studies, which we are going to explain next.

Case study is the presentation and collection of detailed information about a particular enterprise, individual, unit, subject or small group. The researchers do not focus on discovering the truth; instead they look for a cause-effect relationship when the description and exploration are the main focus. (Becker, Dawson, Devine, Hannum, Hill, Leydens, Matuskevich, Traver & Palmquist 2005.)

Mainly, case studies are used to organize information about a case and analyze them by searching equal patterns and themes, or getting deeply by using cross comparison with other cases. (McNamara, 2011).

The case study method incorporates the idea that the people can learn from one another "by engaging with each other and with each other's ideas, by asserting something and then having it questioned, challenged and thrown back at them so that they can reflect on what they hear, and then refine what they say" (Becker et al. 2005).

## **2.1 Different types of case studies**

For every general type of qualitative research method there are several subdivisions, often called types, each of which are customized to give an exact necessity for the researcher depending on the goals and the objectives chosen. In a Case Study we can find four subdivisions: Illustrative Case Studies, Exploratory Case Studies, Cumulative Case Studies and Critical Instance Case Studies. Next we are going to give an overview of these four categories of case studies (Becker et al. 2005.)

Firstly, the illustrative case studies, or often called descriptive studies, typically use one or two instances of a subject to show how the situation is like. Illustrative case studies serve to make the unfamiliar familiar and to provide readers with a common language about the topic in question (Becker et al. 2005.)

Secondly, exploratory or pilot case studies, as the name informed, are the case studies performed or made before implementing a large scale investigation, to study if the initial findings are enough convincing to start the research. Their basic function is to help identify questions and select types of measurement prior to the main investigation (Becker et al. 2005.)

Thirdly, cumulative case studies are used to assay past studies to create a new one in based of the collection of information from different sources at different times of different case studies, costing any additional time or cost or repeating the process of compilation (Becker et al. 2005.)

Fourthly, critical instance case studies. The purpose of this case study is to examine one or more sites with the same unique interest situation, to question the theory, opinion or



concept, and challenge a generalized or universal assertion. This method is useful for answering cause and effect questions. (Becker et al. 2005.)

Once the descriptions are made, we identified that illustrative case study is the one which adapts perfectly at the practical part of the thesis, due to the aim of showing or illustrating a product/service, in this case the characteristics and differences between an ordinary tourism sector versus a specific one like rainbow family tourism, explained in chapter three. Next the realization of this illustrative case study will be explained.

## **2.2 Procedures**

To develop a case study it is useful to follow a pattern which helps the researcher to make the path clear. There are plenty of different designs on how to create a case study, in this situation, due to the clarity of the information, the researcher chose the paths of McNamara (2011), cited in Free Management Library webpage, compounded of five basic steps, explained below.

The first step for a successful and useful case study is to collect all data or information about our case study to assure that nothing could disturb our following steps. Data could be gathered from a combination of qualitative and quantitative research methods, including documentation, statistics, text analysis, questionnaires, interviews, observations and much more.

Once having gathered all the necessary information the second step is to organize the data and highlight the focus or main aim of the study. In this step depending on the objective or goal of the researcher, the data will be classified in one way or another, for example by organizing it according to the chronological time, the importance of the documents, the areas or the services.

In the third step, the narrative part of the case study is developed. When everything is in order it is time to redact the case study and summarize the key information. It is important to consider that an external reader should be available to understand the problem and the solution of what we are writing about.

When the narrative is finished it is time to receive extra opinions from experts or people involved in that case study, to assure that the final product will be in optimal conditions. In our case, opponents are good examples.

The last step but not the least is to cross compare with another case study. This special part must be taken into consideration if the case study came from an improvement of another case study or expansion of an old one, to compare what has been progressed and in which direction. It is not obligatory or necessary if it is the first one, as our thesis is.

The steps for a clear and easy understanding case study have been explained, now it is time to introduce the qualitative research methods we are going to use to describe and compare the rainbow family tourism sector.

### **2.3 Qualitative research methods used in the case study**

Qualitative analysis and comparative analysis are going to be parts of the case study in this thesis, in order to understand what is an analysis and comparison, which kinds of qualitative analyses exist and how to conceive them, we opened this section, always focusing on the practical view, what is going to be used for analyses and compared the rainbow family tourism sector versus the ordinary family tourism sector.

Before starting with the description of qualitative analysis or comparative analysis it is important to cite; as we are going to be based on different web page service analysis, that “qualitative” not only refers to a written word but it refers to any term bringing sense and characteristics to be analysed, as visual images, spoken words or symbols. (Hyde, Ryan & Woodside 2012, 13). Moreover, it is also important to mention that even though web document analysis sounds more suitable due to the possibility to process any information retrieved from a web page, the analysis objective is to describe a tourism sector located on a web page, not the whole body of the web page. For this reason the traditional qualitative analysis, mentioned before, is the one that suits the purpose of the study. (Chaudhuri 2007, 408.)

### 2.3.1 Qualitative data

Qualitative analysis stands for the interpretation of different qualitative data, this data can be divided into text, narrative and visual data. Text data stands for documents, essays or other written word data. Narrative data refer to interviews, conversations or any spoken words, and visual data to images, videos, observations or field notes. All of these are elements that can be analysed with a qualitative research method. (University of the West England 2007.) Consequently we are going to explain the two types of data that we are going to use further on in the case study: text data and visual data.

Text data or text analysis can be conducted when we study a certain text or author with an academic purpose. Studying a certain text or author implies to meditate around the written work and the subsequent written analysis. The analysis will give us different elements to take into study, like the comprehension of the text and the message of it. When we analyse any kind of text we need to consider two aspects, the form of the text (structure) and the background (content), both of them are inter-related.(López-Portillo, 2006).

Form means to analyse the next aspects, the presentation of the information (informative, historical, critical, etc.), the organization of the text (introduction, body, conclusion), the parts of the text (titles, subtitles, etc), the type of language used (academic, technical, clean, conversational, journalistic, literary etc.), how it is redacted (formal language, informal, jargon, colloquial, euphemisms, clichés, slang or redundancy), and the grammatical and orthographical analysis. (University of Western Ontario 2009; Mac Millan Dictionary Thesaurus 2009-2012; López-Portillo 2006.)

Background (content) means to analyse the purpose of communication; in other words, what is said on the text. In order to analyse a text it is necessary to have an objective attitude, critic and auto-critic, plus knowledge about the form and the background, this will allow us to recognize or not the comprehension and the purpose of it and to create a correct analysis of text avoiding ambiguity.

Depending on the nature of the text, the analysis will acquire a view or another, for example, if we analyse a dramatic text probably the point of view will be the correlative history but if we analyse a marketing text, like our case study, we will focus more on the objective, the goal and to whom it is targeted. (López-Portillo, 2006.)

### **2.3.2 Visual data analysis**

Visual data refers to any image, video, symbol, observation or field notes which transmit us an information, those can be analysed in many ways if we treat them as a qualitative data, basically the analysis of a visual data depends on the researcher's objectives, there is not a pattern, all the forms can be used and none of them can be wrong, by virtue of the different points of view where reality is constituted to capture the truth behind the technique. (Buchanan 2008; University of the West England 2007.)

It is important to underline the differences between the production of the visual data and the analysis, in the production of those, or how they are done, there are hundreds of aspects to be compared or analysed, in the meaning that there is free interpretation as well as analysis (Knoublauch, Baer, Laurier, Petschke & Schnettler 2008).

Despite the ambiguity of this term, there are three techniques that can be used to analyse a visual data, those can be used together or on their own. The first one is photo interviewing analysis, done only by participants whose job is to explain or analyse what they see; the next one is semiotic visual analysis, meaning to identify and interpret the symbols in the visual data shown, and the last one is the visual content analysis based on describing the characteristics, events or other phenomena seen on the visual data. (Johnson & Christensen 2012, 518-519.)

Form and background for the analysis of text data and the two techniques (semiotic visual and visual content analysis) together with the free picture interpretation fits perfectly with our practical part. In the following subchapter ways of comparing texts or documents will be described.

### **2.3.2 Comparative analysis**

Comparative analysis is the contrast or comparison of two or more comparable texts, products, objects or other, with the purpose of improvement, differentiate or equalize the same item we are comparing. In this case we are going to focus on text or documents since these will be used in our practical part. There are two kinds of comparing and contrasting papers; the 'classical', where the two documents are treated as equal A and B; or 'lens', where the document A is compared to document B, in other words we use document A to

see the similarities or differences in document B, making document A more important and B just the element of comparison. The last type is more useful to destabilize or challenge, criticise or emphasize a general thought or truth. Lens comparisons are used more in historical figures, earlier text or events, whereas classical comparisons can be used in any context. (Business dictionary 2012; Walk 1998)

After choosing the way to compare and all the material is collected it is important to create a coherent argument, for that, five essential elements are needed those, according to Walk (1998) and eHow (2012), are the Frame of Reference, the Grounds for Comparison, the Thesis, the Organizational Scheme and the Linking, explained below.

Frame of reference. The aim of the comparison as well as the elements to compare from a specific source should be explained, this aim can consist of an idea, theory, problem or similar. Used as a title for introducing the argument.

Grounds for comparison. This area is made to explain why those elements were chosen to compare and why the others were not, it is important to be sure of the elements, to leave clear the reasoning behind the choice so there is no doubt on the main argument.

Thesis. After describing the aim and the facts that are going to be compared it is time to create the correlation between those and check if they contradict, corroborate, complicate or debate one another to create a visible relationship between those the thesis.

Organizational scheme. After specifying what the comparison going on is about, it is time to write the body of the analysis, there are two types of writing: the text-by-text, consisting in discussing all A document and then all B documents; or point-by-point, consisting of alternating points A comparable to points B. Both of them are meant to create a quick interest in the argument, but it is recommendable to use text-by-text if you want to create a debate, or point-by-point if you want to create attention on the conflict. Similarities and differences do not need to be equal in a comparison.

Linking implies the conclusion on the comparison, where we link A and B elements together to reinforce the thesis. If those are well done the advance on the study should be visible for the reader. This should be a small conclusion of all the body, where your thesis is supported.

### 3 RAINBOW FAMILY TOURISM

Having arrived at this point when the qualitative research method has been explained it is time to introduce the theme used for the case study, the LGTB Family Tourism. This chapter will start by introducing general concepts such as 'tourism' and 'family', and furthermore the specific brand LGTB tourism, will be examined in more detail. Finally, we will explain LGTB family tourism in detail, with a special sub-division, to increase the knowledge and remark the importance inside the LGTB tourism sector.

#### 3.1 Rainbow family versus family

According to Larousse Encyclopédie (2011), the family is traditionally established in the marriage, in the union between a man and a woman, forming a couple which could have legitimate children. However, this description must be expanded in the development of our society. Nowadays a couple can be established by a free union or for a solidarity civil pact, in the last ones the couple can be formed by same-sex people. (Larousse 2011.)

Taking a closer look at this definition, we will see some mistakes, transgender and bisexual families are not included. We understand as a rainbow family a same-sex couple (lesbians or gays), a bisexual couple or a transgender couple or either one of each with a man or woman, who love each other and want to raise a family, via adoption, insemination or other ways of having children. Families can be constituted by one or more people, being single parents, couple or conjunction. Usually, rainbow families front more difficulties to raise a child than other heterosexual families, the biggest problem they face is discrimination, either against them or their children. (Raising Children Network 2006.)

The following quote offers a good description of a family without discrimination, and the extract is taken from the webpage Nursing Crib (2009). The following concept is: “In today’s society, Friedman defines the family as composed of two or more people who are emotionally involved with each other and live in close geographical proximity.”

### **3.2 Tourism and family tourism**

The officially accepted definition by the United Nations Tourism World Organization (UNTWO 2005/2007) is: “Tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes”. By “usual environment” is meant any area external at the frequent and regular trips, like trips to the supermarket or workplace to the domicile.

Inside the tourism industry there are four basic sectors included: business providing goods and services, the government of the host community, the population of the destination and the tourists. The mix of all these elements gives tourism a multidimensional character where every science is present, from technology, offering good transportation issues, to culture, main tourist attractions where the center of the phenomenon is the tourist, who is impacting the host society and government. (Goeldner & Ritchie 2009, 4-7.)

Travel destination is the location someone is traveling to, with houses, hotels, apartments, vehicles and other services or elements necessary for a business or recreation trip. Travel service concerns any service expressed before, in and after the travel, in this case a travel service company is the one responsible to inform about the services found in the destination in advance and which could be used by the tourist. (Tourism Dictionary 2005.)

Nowadays tourism is “a must” inside our pyramid of needs; this is thanks to the globalization and the growing socioeconomic factors that our decade concerns. Since the nineteenth-century in Europe, travelling has been an activity to be pursued by all kinds of individuals without distinction. (Waite & Markwell, 2006, 2-3.)

Family Tourism is the kind of tourism holidays whose principal motivation is to travel or enjoy with the family, and as a consequence, the destination must have touristic services, accommodation and catering adapted for the children/teens and the needs of the entire family, as well as variety of proposed leisure and entertainment activities. A family can be understood as the relatives, the couple and the children until 18 years old. (Generalitat de Catalunya 2011.)

Rainbow family and family tourism are giving us a clue in what is our topic about the rainbow family tourism; their origins rest on the LGTB or gay tourism revealed in the next subchapter.

### **3.3 LGTB or rainbow tourism**

Lesbian, Gay, Transgender and Bisexual Tourism (LGTB) was officially founded in October 2006 in Philadelphia when the Travel Industry of America (TIA) gave to Philadelphia's gay tourism campaign the highest award, the Domestic See America Marketing Odyssey Award, in front of all the other travel industry projects. It was then in 2006 that the TIA officially declared the year of the gay traveler giving the change to a million of people to come out from the closet and be a tourism segment as important as any other. (Guaracino 2007.)

Here in this precise moment of the tourism history is when it was born: the LGTB tourism. This subchapter will explain the meaning of LGTB tourism, the diversity of brands or types, the difference between the regular tourism and the successful growing sector that it is nowadays.

LGTB or GLTB or LGBT means the same sector often called Gay and Lesbian Tourism industry or Rainbow Tourism industry. This segment of the tourism industry emerged in the middle of new international and national lesbian and gay travel organizations, and it has involved a large range of global network professionals, for example travel agents, marketing and logistic firms, accommodation sector, tour wholesalers, and hospitality in general; with four main objectives, the first objective is to visit places where they can escape from the social problems of sexual minority often suffered in their homelands and discover or become themselves; dreamlands that they would like to have in their own city or town. (Waitt & Markwell, 2006, 2-4).

Secondly, LGTB tourism wants to discover open-minded cities or locations where hetero-normative living is not as highlighted as other locations and where they feel secure, and third but not least, to "fight" for their rights visiting countries where hetero-normative rules



are established or, in other words, transport new ideas of living to the country, this specific objective is defined under “Queer Tourism” (Waitt & Markwell, 2006, 2-4).

For many years the safest places for lesbians and gays to travel have been small communities where everything was a gay and lesbian tourist bubble; bars, neighborhoods, clothes shops and more, were especially addressed for this segment, for example Provincetown in Massachusetts, Key West in Florida and Fire Island in New York, those were the most important gay resorts in the United States of America. In the United Kingdom, the royal resort of Brighton has taken the similar role for London people and Blackpool for Northern residents. (Clift, Luongo & Callister 2002, 2-4.)

Nowadays thanks to the Philadelphia gay campaign in 2006, LGTB tourism has arrived in many areas of the world, often with the same objective; to find their spirit of freedom without chains, and for the locals an important capital income. As an example can be mentioned the city of Barcelona (Catalonia), in the fifteenth position, or Berlin (Germany) in the first position of the rankings of gay destinations as determined by commercial gay facilities scores (The commercial gay facilities score is the sum of all commercial gay tourism facilities in 'Spartacus' tourist guide, including bars, cafés, restaurants, and sex-on-premises venues). (Waitt & Markwell 2006, 87).

An important marketing and promotion of this tourism sector in the 21<sup>st</sup> century has been the pink tourist guides directed at that sector, which their existence is well known for these communities. In this regard we find the most important LGTB tourist guide organization in the world called Spartacus, with over 30 years experience, the Spartacus international Gay Guide has acquired an international reputation of excellence and reliability in their 38<sup>th</sup> Edition. (Spartacus 2009).

According to Spartacus, gay travel destinations providing accommodation, clubs, bars, saunas and same-sex venues are mostly found in North America and Western Europe, with the exception of Thailand and Australia. Although in smaller numbers are included Córdoba and Buenos Aires, Argentina; Brasukua and Rio de Janeiro, Brazil; Bali and Jakarta; Indonesia; and Fukuoka, Osaka and Tokyo, Japan. In the guide also indicates the overrepresentation of South America and underrepresentation of East Asia. (Sparatcus 2009).

Arrived at that point of the chapter we understood what, when, where, how and why this tourism has grown, but we are sure that we are asking ourselves what kinds of specific tourism exist inside this sector. In the next sub heading we will discover the most important brands.

### **3.3.1 Classes of LGTB tourism**

In the field of “regular tourism”, are all kinds of motivations for travel: Eco and Sustainable tourism, Rural tourism, Business tourism, Culture and Heritage tourism, Exotic and International tourism etc. But there are specific types of tourism brands motivated, created and specialized in this division; these are City tourism, Cruise Tourism, Gay Paradise Tourism and Queer Tourism, put in plain words in the next paragraphs.

City tourism is localized in “gay friendly” cities in specific resorts (such as Provincetown, Massachusetts) or neighborhoods within metropolises (such as Shöneberg Nord, Berlin) as a way of offering unique sites of and for consumption by gay and non-gay tourist (Waite & Markwell 2006, 159). These cities are usually motivated by the incoming capital and the new job opportunities that LGTB tourism offers. They used to have all the services needed for them apart from a cultural, historical and heritage attractions.

City tourism is mostly addressed to business tourists or wealthy tourists and with a wide range of high class tourism services, but can also be visited by tourists of all budgets due to they usually have different services and offers adapted to everyone. (Waite & Markwell 2006, 159).

The revival of the cruise tourism is a phenomenon consisting on making a trip by sea in a cruise ship or similar for leisure or pleasure and passing by or stopping in a number of ports, those ships are specialized in hospitality, with a wide number of high class accommodations and services, seen more as a floating resorts than a passenger transport.

Cruise tourism offers unique experiences on the sea, increasing every year their services on board, for all kinds of budgets and with no-land rules or property. For this reason, gay cruise tourism has increased their value and passengers every year, whatever is the reason as a form of escape from the daily problems of their home towns or as a social opportunity,

LGTB cruise ship tourism allows them to be free, no strings or rules are attached to them. (Dowling 2006, 3 & Lück 2008, 187).

There are all kinds of thematical LGTB ships, from man or women only, to single, couples or family aimed cruises, or from exclusive parties to relax cruise ships. There are also an extended variety of packages for all LGTB wishes (Dowling 2006, 3 & Lück 2008, 187).

Gay Paradise Tourism is set in locations well-known for their exoticism and high quality gay services, where they can be free of acts in all the territory and where gays are accepted by the locals, as examples we find Australia, Thailand and Central Europe, Hawaii and Mykonos. Often gay paradise places are well-known for their homosexual sex activity as a first attraction for travel as well as free expression of their thoughts and dressing code, sex activity is particularly expressed with the foreigners or the locals in the destination, seen as a utopia out of the whiteness hetero-based relationship normative. (Waitt & Markwell, 2006, 122-123).

Gay paradise tourism is open to all kinds of tourists, from singles, couples or families and are designated to mid – high budget travelers. (Waitt & Markwell, 2006, 77-115.)

Queer Tourism involve the tourists or travel companies which travel or offer gay events, celebrations or prides around the world; according to an extend calendar already established in each part of the world; with the objective to go to festivals, events or pride parades into queer sites of celebration and protest against the homosexual oppression. They are classified as a spectacular parties and big events where a part from the entertainment, glitz and glamour the freedom and the respect for all the colors are served, together with a sexuality celebration. (Johnston 2005, 1-3).

These events are usually visited by queer and non-queer tourists, including gay parents with their children, gay and lesbian school children, couples, singles and many more. (Johnston 2005, 1-3.)

Also understood as queer tourists are the tourists that travel to a destination where it is not specifically made with the presence of the homo environment, as a difference from gay tourism (Clift et al. 2002, 26-27).

### **3.3.2 Differences and similarities of LGTB and mainstream tourism**

LGTB tourism has specific differences from the mainstream tourism, described as the "regular tourism" in chapter one. In the next section we will explain why and what the differences between these two types of tourism are.

The differences between the regular tourism and the gay tourism is basically a concept, meanwhile regular tourism is used about travelling from a familiar to an unfamiliar place, from home to abroad and change from being a host to a guest in a heterosexual normative regimes, the gay tourist feels as a guest in their home, familiar at their destination and dream to have a home like, where the homosexuality is accepted and exist the freedom of expression, as well as the stabilization of the heterosexuality can be denied. (Clift, Luongo & Callister 2002, 17-18.) Nowadays, LGTB people are more accepted than before and they will search also unfamiliar destinations where they feel secure, out of extreme right politics or high hetero-normative places.

As well as the mainstream tourists LGTB tourists travel searching peace and relaxation in the destination, out of the daily problems, for example we find the new gay parenting or family which in the regular tourism is forced to substitute family roles (parent for aunt or uncle) in the LGTB find the way to be themselves and be in a free conscience destination where children can feel accepted and not criticized, as well as secure. Welcoming gay and lesbian travelers send a message of diversity, valuable creativity and acceptance promotion to the costumers. (Guaracino 2007, XVii-XiX.)

Inside the LGTB tourism field there are all kinds of tourism elements such as accommodation and hospitality companies established, with the only difference of sexual orientation accepted, treating them with dignity and respect; often called "Gay Friendly". Gay friendly means welcoming diversity and multiculturalisms, where everyone is accepted and treated as a human being, an invitation to LGTB people and business policies that not penalize LGTB costumers or employees. (Guaracino 2007, XVii-XiX.)

To strengthen the importance of the LGTB tourism sector, in the next sub-heading we will take a look at the importance of LGTB tourism in statistical numbers and the impact on the economy in the destination, in this case based on USA, because it is the only country with a trade based on quantifying the important LGTB tourism sector.

### 3.3.3 LGTB tourism trends and preferences

According to Community Marketing's 13th Annual LGBT Tourism Study 2008 North America's Profile, with over 4,500 responses in their LGTB tourism survey, gay men and lesbians travel more, spend more and have the largest amount of disposable income. 85 % of them have at least one annual holiday. (Community Marketing Inc. 2008.)

Also gay and lesbian travelers make up ten percent or more of the travel industry, making a total of \$70.3 billion spent in the USA in 2008. Their travel dollars usually goes to suppliers and destinations that recognize their unique buying preferences and offer them differentiated value. (Community Marketing Inc, 2008.)

At this point is valuable to remark the preferences of LGTB USA people in tourism matters and evolution, this time according to 15th Annual Gay & Lesbian Tourism Report 2010-2011 (Exploring tourism and hospitality opportunities in the gay and lesbian marketplace), also provided by Community Marketing Inc. The first growing preference for choosing the place for travel is Safety; LGTB travelers want to assure their dignity and respect as a person in the destination.

Surprisingly LGTB people also prefer to travel to a gay-friendly destination rather than a gay paradise, where everything is in a homosexual normative, even though it is still an important fact, the trends and questionnaires announced the wish to be open to everyone.

Online purchases are the most important with 80% of purchases in 2010, inside these purchases pride products continue to be important in the election of a holiday. LGTB business travels are increasing in number too as well as professional events. In order to choose the package without typing the kind of tourism, LGTB community searches for a good price, food and beverages; and as a last indication it can be mentioned that approximately 12% of them travel with their pets. (Community Marketing Inc 2010-2011, 5-6.)

In conclusion, lesbian and gays spend more of their income in the travel industry, specifically in a high-safe category and gay-friendly destination, formula that reveals the importance of the LGTB tourism in the 21<sup>st</sup> century tourism market.

Unfortunately in Europe there is yet no company specialized in quantifying statistically the LGTB tourism sector, and that is the reason why Europe is not mentioned.

### **3.4 LGTB or rainbow family tourism**

Once we arrive at this point it is easier to understand what LGTB family tourism concerns; holidays for LGTB rainbow families to a destination where a part from the tourist services, accommodation and catering specialized in family needs, the acceptance, the security and the respect are the key elements to avoid hassled circumstances.

To achieve this it is important to create a research in which countries LGTB families or couples are accepted by legislation or religion, otherwise the use of LGTB travel agencies are recommendable; agencies like OUT Adventures, R Family vacations or Olivia Cruises have special packages for families, also many LGTB Family Associations create every summer a number of activities, summer camps or packages. The most well-known associations are Family Pride Collation, Parents Families & Friends of Lesbian and Gays (PFLAG) or Colage all situated in the USA. (McCarthy 2010; R Family Vacations 2012; Olivia Cruises 2012; Pride Family Cruises 2012; OUT Adventures 2012).

In the field of rainbow family tourism we could differentiate two main objectives or purpose of travel: the first purpose is to get to know new families in the same situation from all over the world, with the aim to show to the children how current is his/her/their situation, and secondly to travel to hetero-normative destinations to show or manifest new ways of living, under the name of 'queer tourism'. In both objectives we can differentiate between different types of tourism businesses specialized in LGTB family tourism, unfortunately most of them have their business in the USA, why it is so important for this country for rainbow families or LGTB people will be explain in the next subchapter. (McCarthy 2010).

In already planned packages we can find cruise tourism or gay paradise family resorts where all the thematic is around family activities with no discrimination, as an example we find travel agencies like R Family vacation, Pride cruises and Olivia cruises. All of them offer worry-free vacations for all kinds of families and high standard services, activities

and accommodations, everything around the family. (McCarthy 2010; R Family Vacations 2012; Olivia Cruises 2012; Pride Family Cruises 2012.)

These kinds of tourism organizations help children or teenagers in the same situation to socialize, with equals in LGTB summer camps or LGTB Children/teenagers summer camps, the new way to spend holidays, doing, creating and enjoying activities together with other families or children/teenagers on the same circumstances; in this area we can find Camp it Up! summer camps, where they celebrate and respect all kinds of unique families, and Ten Oaks Project summer camps, specialized in engaging and connecting children and youths from LGTB communities through enjoyable programs and activities. Most of the summer camps offered for this community offer a psychological support to solve problems caused by hetero-normative rules, for children/teenagers or families. (Camp it Up! 2012; Ten Oaks Project 2012.)

Moreover there is also queer family tourism, as was mentioned before, in this type it is important to take time in studying the zone where the family wants to travel to, to not exceed the comfort zone; there are numerous travel agencies which offer tailor-made packages, like OUT adventure; most of the gay travel agencies also offer tailor-made packages for gay families, those businesses can be found in the International Gay and Lesbian Travel Association (IGLTA) member search engine. In case of own holiday creation IGLTA search engine can help too to find LGTB friendly accommodations, services and more all around the world. (IGLTA 2012; Out Adventures 2012; McCarthy 2010.)

In queer tourism it is recommended to consult legal advice before travelling to a new country to find out about the country's legislation as well as to carry always a copy of their children's birth certificates, adoption papers, second parent adoption certificates or other custodial papers that family may have while travelling, to not be suspected of not being birth parents by authorities. Every country has their own visa requirements and immigration laws; those should be looked into before travelling whatever your situation is. In case of having children it is also recommendable to give dual surname to the children, making visa and other security authorities requirements easier (McCarthy 2010).

Every year more gay prides are organizing special programs for families too, to enhance them with the community, those celebrations are specially recommended for queer family

travelers, for those exist many gay pride calendars on the internet, those calendars contain the main events and venues targeted to LGTB families, as well as in the gay pride official internet webpage can be found special content for families participating on the pride, including activities and services for their beloved ones. (McCarthy 2010)

Before ending with this section is important to highlight the facts from the Community Marketing study 2010-2011, 61% of the gay travelers travel with the partner in compared to 44% of the mainstream travelers, only 6% travel with children compared to 16% of the traditional family, it is not a big number but 49% of those 6% take three or more vacations annually, considering the number of repetition the niche should be considered as important as other sectors; in the same study it has been confirmed that LGTB guests tend to affiliate and use more than once a service that has been successful neither in their holidays or daily life. (Community Marketing Inc 2010-2011.)

In conclusion, LGTB family tourism is an increasing sector whose travelers are searching for understanding and security in their travel, whatever the service is, a change on their policies to accept and welcome all kind of clients should be always a priority and an inversion for the company.

Next follows an example of a country evolution and the pioneer on this segment, the United States of America, together with a deep view of the first LGTB family tourism company, R Family Vacations.

### **3.5 The United States as a pioneer in LGTB family tourism**

As we all know a great idea comes from the inspiration of another great idea, and in this case the United States of America have many things to provide as being the first country in the world which offers plenty of opportunities for LGTB family tourism. Mentioned before, the USA is the country with more studies about the phenomenon and evolution of LGTB tourism in the world, with a wide range of statistics, information and guides. There are two aspects which we are going to review from this country, the LGTB tourism in the USA, past and present, and the first company offering tourism packages for LGTB families, R Family Vacations.



### 3.5.1 LGTB tourism in the United States

These are the 25<sup>th</sup> most visited cities and towns in the USA by LGTB people combining leisure and business purposes and with a percentage of at least one night spent in a hotel.

TABLE 1. Top 25 US Destinations for American LGBT Travellers (Leisure + Business) (adapted from Community Marketing Inc 2010-2011, 8)

1) New York City 27%	13) Palm Springs 11%
2) San Francisco 23%	13) Atlanta 11%
3) Las Vegas 22%	17) Dallas 10%
3) Chicago 22%	17) Denver 10%
3) Los Angeles 22%	17) Phoenix 10%
6) Washington, DC 21%	20) Baltimore 8%
7) Fort Lauderdale 14%	20) Napa County, CA 8%
7) San Diego, CA 14%	20) Sonoma County, CA 8%
9) Boston, MA 12%	20) Portland 8%
9) Orlando, FL 12%	20) Tampa 8%
9) Philadelphia 12%	25) Austin 7%
9) Seattle 12%	25) Hawaii 7%
13) Miami 11%	25) Key West 7%
13) New Orleans 11%	25) Provincetown 7%

Taking a look at the table we can easily identify the “first” all-gay towns and the actual queer cities, for example the famous Key West, Provincetown, Palm Springs and Hawai’i as a first gay resort paradises. The rest of them have been entering slowly to the gay panorama, starting from small neighbourhoods, when it was not so well known and secret, until opening around the all city, always without forgetting where everything started. As an example of evolution we have California, Florida, New York and Hawai’i that nowadays account for approximately 50 per cent of gay establishments in USA. Even though Hawai’i was an origin, the potential of the island has been perpetuating year by year.

Hawai’i could be called the origin of gay tourism in USA, an island where thanks to their unique culture and history, homosexual behavior was well accepted, this fact made an origin of secret life for the firsts European stepping on land. Hawai’i is the tropical island by excellence, where visitors from all over the world go to experience their unique culture

and environment, what the mainstream tourists did not know is that from the beginning, Hawai'i has grown so fast in services and economy thanks to the huge inversion on land from LGTB tourists. Nowadays Hawai'i is considered as a romantic destination per excellence for many LGTB couples (Waitt & Markwell 2006, 106-107; Clift et al. 2002, 63-65.)

Key West, Provincetown, Palm Springs and Fire Island in New York were the most important destinations for LGTB tourism due to their resort services and privacy in the early 1930, also thanks to the firsts gay guide books as Damron's in USA, and Spartacus in Europe which received great sales and of course a big impact on the society, those cities had a big promotion in the early thirties corresponding with a huge inversion for part of the visitors, whose most of them, decided to establish in the zone and open businesses. In the present time, those cities are still receiving tourists and they are running the most famous gay events and avenues in the USA. (Clift et al. 2002, 3-8.)

Queer tourism is a growing trend, LGTB people do not want to hide anymore, they want to show what they are and fight for their rights, for this reason big cities like New York, San Francisco and Las Vegas are in a growing expansion. International environment, good services, gay-friendly destinations and good marketing make them one of the favourite places to be visited by LGTB tourists (Clift et al. 2002, 3-8.)

The first gay tour companies and organisers had a big impact in the phenomenon too, promoting and marketing the tendencies of the moment. The oldest gay tour company to sell directly to the gay public was Hanns Ebensten's gay travel company in 1960's, after that One Travel or New York Islander travel clubs were established in the same year. One of the most famous Cruises Companies are RSVP and Olivia companies, only for lesbians, which were founded in the 1980s. (Clift et al. 2002, 3-8.)

International Gay and Lesbian Association (1983) or more well known as IGLTA was founded in 1983, their magnificent job recruiting millions of gay friendly companies, associations, organizations and other service made the association to have the biggest growth in the history, starting in the headquarters of Key West in Florida to expand all over the world. Their mission is to promote trusted gay businesses as well as encourage the straight community to become involved and struggle for human rights. (Clift et al. 2002, 3-8.)

Those were the origins of the LGTB tourism in USA, now it is easy to understand why this country has become the most powerful producer of its kind; offering high quality trusted services in the USA and the opportunity to find every kind of tourism for LGTB people, regional or international as well as the most famous gay events in the world; but the USA is not only well known as the first LGTB promoter, if not it is also well known as a pioneer country offering LGTB family rights, the opportunity to have a family whatever your sexual orientation is, for this reason companies introducing LGTB family tourism like R Family Vacations is not a surprise in the market.

### **3.5.2 LGTB family tourism: R Family Vacations**

The world's first successful family-friendly, gay-friendly vacation company was founded in 2003 by Gregg Kaminsky and Kelli Carpenter, offering gay and lesbian travels to explore the earth with the family, children, parents and friends. (Guaracino 2007, 135-137.)

Since 2003 they have organized more than twelve LGTB family friendly vacations, hosted over 15,000 people including couples, families, friends, grandparents, etc. and offered educational programs for children and adults. Their Club Med resort situated in Mexico and Florida, and cruises to Alaska, the Caribbean, Europe, Canada and Hawaii are the products that they have been proposing for eight years now. (Carpenter & Kaminsky 2011.)

The guests used to be mostly from the USA, but nowadays people from around the world want to be present in the beautiful cruises and Club Med Resorts that R Family Vacations plans every year, with multicultural programs and multilingual staff, R Family vacations wants to offer the best holidays families and friends can have. (Carpenter & Kaminsky 2011.). Also their Florida Club Med hosted in 12<sup>th</sup> July 2011 the first ever trans-Atlantic Symposium for International LGTB Parenting Organizations, held with the partnership of Family Equality Council (USA leading LGTB family organization) and NELFA, the Network of European LGTB Family Associations, with the objective to discuss issues and challenges for LGTB families worldwide and to increase cooperation between international businesses. (Carpenter & Kaminsky 2011.)

Thanks to the passion for their families, R Family Vacation was born, offering a new view in the tourism industry and motivating the well established gay companies to open a new segment in their product catalogues. Nowadays companies like Olivia Cruises, Pride Family Cruises, Camp it Up! or Ten Oaks Project are offering a diverse scenery of choices for their costumers.

The theory chapter has provided the background needed for the understanding of the case study presented in the practical part of this thesis. Clear concepts and history, to evolved and comprehend the main subject LGTB family tourism, have been exposed. Now we are going to introduce the practical part of this work, a case study that tries to identify what is different or similar from LGTB family tourism packages from the mainstream family tourism packages, for this we are going to use qualitative methods like text analysis, visual data analysis and comparative analysis.

#### **4 RAINBOW FAMILY TOURISM VERSUS FAMILY TOURISM CASE STUDY**

Here starts the practical part of the thesis, where the theory will be linked with the practical, in this case we are going to examine what is different and similar from a mainstream family tourism service and LGTB family tourism service, to realize it we are going to describe four different services from each kind, four mainstream family tourism services and four LGTB family tourism services, all of them taken from the web pages of different travel agencies or companies like R Family Vacations, Destsetters, Camp it up!, Affordable tours, Royal Caribbean cruises, Child friendly and Bar 717 ranch

The four LGTB family tourism packages correspond to the four family tourism packages, this means that there is one kind of LGTB family tourism corresponding to the ordinary family tourism, location and type trying to be as closest as possible to not create ambiguity.

The author of this thesis chose, due to its implication on the thesis, one resort tourism service, one cruise tourism service, one city tourism service and finally one family summer camp tourism service all of them focus on the families, four focus on LGTB families and four on mainstream families. All of them will be text analysed and visual data analysed one by one in our first part of the case study, the data gathering.

In the last part the data gathered will be highlighted and organized, followed by the narration of the case study, where thanks to an exhaustive comparative analysis between the two types the results will be realized

Finally, to complete the case study, the opinions and validations from our opponent, Mira Perttula, will be shown.

Are there any differences between ordinary family tourism services and LGTB family tourism services? Or are they similar? From where are similar and differ? Those questions are going to be answered in the next sections. The first part concerns data gathering.

## 4.1 Data gathering

In this section one by one will be text analysed and visually analysed each family tourism service, to make it easier we will start with the LGTB packages and then the mainstream packages mentioning the travel company, name of the package, location and internet address.

1<sup>st</sup> R Family Vacations, Wonder Valley Ranch Resort, Sanger, California (USA)  
(APPENDIX 1)

[www.rfamilyvacations.com/vacations/wonder\\_valley.php](http://www.rfamilyvacations.com/vacations/wonder_valley.php)

Text analysis is divided by the form analysis and the background analysis. On the form analysis can be seen that the presentation of the information is informative and clear. The organization of text is divided by introduction, body and conclusion. The text is divided by a general title and questions subdividing the information. The type of language is academic and clean and redacted in colloquial style. There is no grammar or orthographical mistakes.

On the background analysis can be seen that it is a marketing text targeted to LGTB families and friends, including mothers, fathers, grandparents and children. The objective is to show the product details and motivate the buyer, in the text can be clearly seen what the service is about, where, what you can do at the resort and the booking details. The goal or the message that wants to transmit is the best family package ever with friends for life guaranteed.

The visual data analysis is divided by picture analysis, symbol analysis and colour analysis. On the picture analysis can be seen that there are different photos showing the magnificent resort with all the most famous activities, all of them in a sunny and bright day. The participants on the photos are mainly smiling children or teenagers from all ages and ethnicities. Also there is a photo with a group of men holding each other from different cultures and with little details like teddy bears that let us understand that they are parents, this photo give us an idea of a team. All of them are smiling and enjoying their holidays with their children. The last picture is a man with a gay flag t-shirt (rainbow flag) in the centre, two men on the left, two women on the right and a child from behind are hugging him, letting understand team, acceptance and love, also the aim of the company, gay families and their children together.

On the symbol analysis can be seen that appears the rainbow flag and the logo of the company that is a drawing of two adults in the centre and with violet dresses and one child in each corner, one in blue and the other in green dress, in their face can only be seen a big smile. Finally, on the colours analysis can be seen that light blue with white are the main colours used to highlight, reflecting peace and relax.

2<sup>nd</sup> R Family Vacations & Nickelodeon Cruises, the Broadway cruise from New York City to Bermudas Islands (USA) (APPENDIX 2)

<http://thebroadwaycruise.com/>

Text analysis is divided by the form analysis and the background analysis. On the form analysis can be seen that the presentation of the information is informative and exuberant. The organization of text is divided by introduction and body. The text is divided by a big title, subtitles, bold sentences and bullet text. The type of language is academic and redacted in a colloquial and jargon style (example pink sands referring to homosexual beaches) There is no grammar or orthographical mistakes.

On the background analysis can be seen that it is a marketing text targeted to LGTB Broadway lovers and their families, the target can be seen on the use of jargon language on the text, if the jargon was not known the service could be targeted to everyone. The objective is to attract the attention of the Broadway LGTB fans and motivate them to buy the service by showing the voluptuous new ship, shows and white sands. The goal is to increase sales and show a luxury and unique holidays.

The visual data analysis is divided by picture analysis, symbol analysis and colour analysis. On the pictures analysis, most of the photographs show Broadway performers and dancers, big and luxurious staging and the enormous Norwegian Breakaway ship; also can be seen a picture of the pink Bermudas sands and two women taking hand by hand singing together on the stage. All of the photographs are referring to the luxury and the Broadway holiday package together with the calm of the white sands of Bermudas. The high standard of the cruise can be seen also from the chamber photo of the ship. On the symbol analysis can be seen that appears stars and waves complementing the theme of the holiday package cruise and Broadway stars. Finally, on the colour analysis, different tones of blue and gold are according again to the theme of the cruise, Broadway.

3<sup>rd</sup> Destsetters, Dreamed family package Anatolia Hotel, Thessaloniki, Greece (APPENDIX 3)

<http://www.destsetters.com/en/gay-lesbian-packages-family.html>

Text analysis is divided by the form analysis and the background analysis. On the form analysis can be seen that the presentation of the information is informative. The organization of text is divided by introduction and body. The text is divided by a title and subtitles. The type of language is academic and concise and is redacted in a formal style. There is no grammar or orthographical mistakes.

On the background analysis can be seen that it is a marketing text targeted to LGTB families due to its clear dreamed family package mention, really concise with minimum information, with the objective to oversee the product and contact them for more information. The goal is to get telephone or e-mail contact with the interested client to offer a private and detailed service.

The visual data analysis is divided by picture analysis, symbol analysis and colour analysis. On the picture analysis there is only one photograph offering a view of the high-quality room with fruit, candle and wine, more directed to couples and romanticism than families, the picture is not a good choice. On the symbol analysis can be seen the Anatolia hotel symbol and the dreamed family package symbol consisting of three blue dots, two big and one small, according or referring to a family. Finally, on the colour analysis there is mainly black and white colours, but with some text in pink to emphasize at who is directed the service.

4<sup>th</sup> Camp it up!, Feather river camp, Quincy, California (USA) (APPENDIX 4)

<http://www.campitup.org/>

Text analysis is divided by the form analysis and the background analysis. On the form analysis can be seen that the presentation of the information is informative. The organization of text is divided by introduction, body and conclusion. The text is divided by a title and bullet text. The type of language is academic and is redacted in a colloquial and jargon style. (example unique families as LGTB families). There is no grammar or orthographical mistakes.



On the background analysis can be seen that it is a marketing text targeted to LGTB families searching a different kind of holidays with their children. The objective is to motivate them to try the new LGTB tourism service, the family summer camps, which offer the opportunity to get to know other “unique” families with all the comfort and services that a family needs and a bunch of activities for the children, teenagers and parents or adults, also it is available help and support workshops for parents and CIT (counsellor in training) programs to become a future summer camp instructor. The goal is to convince the reader of the marvellous moment they can have if they choose to buy the service.

The visual data analysis is divided by picture analysis, symbol analysis and colour analysis. On the picture analysis can be seen that mainly the photos are taken “in situ” in the last summer camps, in them appear families and children having fun realizing different activities, all of them in a bright and sunny day in the mountain and really colourful; t-shirts, swim suits or materials are full of colours to specify the multiculturalism and the “all welcome” family context of the summer camp as well as trying to create a rainbow, meaning LGTB community. Children having fun with others, smiling faces and a rainbow colour flag with values also appears. On the symbol analysis appears the company symbol a single green oak tree leaf interpret it as nature, mountain and fresh air. Finally, on the colour analysis, different tones of green and orange appear. Green colour meaning nature and orange as power, enthusiasm and creativity. Orange is used to emphasize the photographs, locations and dates; also give power to the values showed on the pictures.

5<sup>th</sup> Affordable Tours, Family friendly resorts: Hyatt Regency Huntington Beach Resort and Spa, Huntington Beach, California (USA) (APPENDIX 5)

<http://resorts.affordabletours.com/search/Property/resorts/402/>

Text analysis is divided by the form analysis and the background analysis. On the form analysis can be seen that the presentation of the information is informative and concise. The organization of text is divided by introduction and body. The text is divided by a title, subtitles, bold and bullet text. The type of language is academic and technical and is redacted in a formal style. In this case, there are grammar mistakes due to trying to describe the amenities and services in a small text area, there are missing verbs and too much adjectives, as orthographical mistakes we find “youll” instead of “you’ll”.

On the background analysis can be seen that it is a marketing text targeted to all kind of tourists but emphasized at families, because it is highlight the activities area of the hotel and the attractions nearby, all of them targeted to children. The objective is to inform about the great location of the resort and the high class services offered. The goal is to promote the resort and get bookings.

The visual data analysis is divided by picture analysis, symbol analysis and colour analysis. On the picture analysis can be seen that all of the photographs are about the resort in a sunny and bright day, one of them it is showing the elegant interior of the resort and the other that it is situated on the beach. On the symbol analysis appears five stars representing the quality of the hotel and the company symbol, a flying blue plane. Finally, on the colour analysis, can be seen black, white and light blue bold titles, subtitles and borders, referring to beach and relax and according to the company symbol too.

6<sup>th</sup> Royal Caribbean, Explorer of the Sea, 7 night cruise to Bermudas Islands (USA)  
(APPENDIX 6)

<http://www.royalcaribbean.es/findacruise/cruiseDetails/itineraryAndPricing.do?hasSenior=&hasMilitary=&hasFireandPolice=&cruiseType=CO&state=&packageCode=EX07B023&date=&sailDate=1131006>

Text analysis is divided by the form analysis and the background analysis. On the form analysis can be seen that the presentation of the information is informative. The organization of text is divided by introduction and body. The text is divided by a title and subtitles. The type of language is academic and redacted in formal and jargon style. There is no grammar or orthographical mistakes.

On the background analysis can be seen that it is a marketing text targeted to everyone wishing to spend cruise holidays to Bermudas, there is even mention the gay friendly in a jargon sentence in the introduction of the tourism package where it says “Marvel at pink-sand beaches, pastel houses and shorts in every shade, including pink” This last *including pink* are clearly focus on LGTB costumers. The features of the ship are also directed to families due to the enumerable recreation activities and services directed to the young ones. The objective is to open the product to every kind of client wishing to travel to Bermudas. The goal is to increase capital and to offer a service for everyone without discriminating.

The visual data analysis is divided by picture analysis, symbol analysis and colour analysis. On the pictures analysis the main photograph is a big golf camp in front of the deep blue sea; the day is bright and sunny with a few beauty cloudy shapes. In the middle of the photograph a man in red t-shirt and a light pink trouser is reflecting peacefulness. The other photos are directed to show different parts of the ship and the itinerary. On the symbol analysis, there is not a special symbol a part from the light pink trouser, almost imperceptible if it is not part of the LGTB community. The royal Caribbean international symbol appears often on the service description. Finally, on the colour analysis can be seen different light blues, orange and gold yellows, interpreting sea, peace, relax and royalty. The selling options are highlighted in orange.

7<sup>th</sup> Child Friendly, Hotel Atlantica Princess, Rhodes, Greece (APPENDIX 7)

<http://www.childfriendly.co.uk/family-holidays/greek-islands/rhodes/trianda/hotel-atlantica-princess/>

Text analysis is divided by the form analysis and the background analysis. On the form analysis can be seen that the presentation of the information is informative. The organization of text is divided by introduction and body. The text is divided by title and subtitles. The type of language is academic and redacted in a formal style. There is no grammar or orthographical mistakes.

On the background analysis can be seen that it is a marketing text targeted to family tourism, on them we can find a lot of activities and services for the young ones of the family and spacious resort areas to realize different kind of sports and activities. There is specified that they have big rooms for all the family. The objective, as all the marketing text, is to sell out the service, in this case child friendly resort. The goal is to motivate the reading parent to purchase the service described.

The visual data analysis is divided by picture analysis, symbol analysis and colour analysis. On the picture analysis can be seen the resort, the swimming pool, the, rooms and the beach just in front of it, all of them in a sunny and bright day. There is only one photo regarding the children playground where we can see children from all ages together and playing with the tourist entertainer. On the symbol analysis there is non special symbols on the service. Finally, on the colour analysis can be seen that all the webpage is made with a lot of colours, for example, the logo contains one letter of each colour, wanting to leave

clear that is a children friendly holiday web page and that all the services found on the webpage are specially designed by family needs. Also subtitles, borders and bullets are in different colours.

8<sup>th</sup> bar 717 Ranch, Camp Trinity, California (USA) (APPENDIX 8)

<http://www.bar717.com/family.php>

Text analysis is divided by the form analysis and the background analysis. On the form analysis can be seen that the presentation of the information is informative. The organization of text is divided by introduction, body and conclusion. The text is divided by titles. The type of language is academic and redacted in a colloquial style. There is no grammar or orthographical mistakes.

On the background analysis can be seen that it is a marketing text targeted to families who wants to experience new ways to spend holidays, doing activities together with their kids and in a nature environment. The objective is to have a great holiday in the middle of the nature and without worries; the programs are divided in three, one is for children, the other one is for parents and the last one is to be done together, parents and children.. The goal is to offer new ways of holidays, with the intention to draw a smile in every member of the family and friends.

The visual data analysis is divided by picture analysis, symbol analysis and colour analysis. On the pictures analysis can be seen ranch photographs and the area where is situated. There is only one picture on the top of a mountain with a group of teenagers and children smiling with their instructors. It is a bright and clear day in all the photographs. On the symbol analysis can be seen the logo of the ranch, a tree going deep on the earth, interpreted as offering more than you see, also a sun in the “Email your camper” button probably referring to friendship. Finally on the colour analysis appears the colours of the nature, dark brown and dark green with orange/yellow, highlighting the different tabs or sections.

Arrived at this point all data is gathered, text analysed and visual data analysed, now is time to organize and stress the most important points of all the eight different family tourism services, for this reason the next section is created.

## 4.2 Data organization and highlight

Now it is time to organize and highlight the most important points of the data gathered. To make it clear on the next section the narrative, the author believes that it is convenient to organize one LGTB service from the same type of tourism with another to the mainstream families, those same services are going to be in the same table, these tables are going to contain the most important information extracts from the text and visual data analysis. Choosing this pattern helps to see easily the similarity or the difference between them, this tables will help on the preparation of the next section, the narration and linking.

Before starting it is important to mention that all of them have a marketing purpose, as a marketing service, the organization of text and divisions are not as important as in the literary texts, for this reason the creativity and the attraction of the text by the potential clients are the most important facts. All of the texts have the obligation to inform and sell the service, for this reason, the presentations of information's are informative, also there should not be any grammar or orthographical mistakes in the text, as exception of one, all of them followed the characteristics mentioned.

The focus on the case study is to analyse the services not the text characteristics, for this raison d'être the attention will be only drawn to the information that can give material to compare the services.

The order of the tables will follow the appearance on the data gathering section, first of all will appear the comparative table between the two family resort services, then the comparative table between the two cruise ship services, followed by the comparative table of the two city hotels and finally ending with the comparative table of the family summer camp services, all of them will be identified by the name of the resort, hotel, cruise or summer camp and the position appeared on the data gathering analysis.

TABLE 2. Comparative between Wonder Valley resort and Hyatt Regency resort

<b>Family Resorts</b>	<b>1<sup>st</sup> Wonder Valley Resort</b>	<b>5<sup>th</sup> Hyatt Regency Resort</b>
Type of Language	Academic	Academic
Register	Colloquial	Formal
Targeted to	LGTB family and friends	All, stressed on families
With	Activities for everyone	Children recreation area and services
Objective	Show product	Great location, high services
Goal	Best family package, friends guarantee	Promote, get bookings
Pictures	Resort, beach, activities, smiling faces, holding, different ethnics & culture	Resort, interior and beach
Symbol	Rainbow flag, logo	Logo and 5 stars
Colours	Blue and white	Blue and white

TABLE 3. Comparative between Broadway cruise and Bermudas cruise

<b>Cruise Tourism</b>	<b>2<sup>nd</sup> Broadway Cruise</b>	<b>6<sup>th</sup> Bermudas Cruise</b>
Type of Language	Academic	Academic
Register	Colloquial and Jargon "pink"	Formal and Jargon "pink"
Targeted to	LGTB Broadway lovers	All, LGTB mentioned
With	Children services, shows	Children services and activities
Objective	Attract fans, bookings	Open product to everyone
Goal	Sales, unique and luxury holidays	Sales, company view, no discrimination
Pictures	Ship, theme, luxury, peace, gay holding	Golf camp, ship, itinerary, man with pink trousers
Symbol	Stars and waves	Logo
Colours	Blue and gold	Blue, gold and orange

TABLE 4. Commparative between Anatolia Hotel and Hotel Atlantica princess

<b>City Tourism</b>	<b>3<sup>rd</sup> Anatolia Hotel</b>	<b>7<sup>th</sup> Hotel Atlantica Princess</b>
Type of Language	Academic	Academic
Register	Formal	Formal
Targeted to	LGTB families	Families
With	-	Children recreation area, big rooms, sports area
Objective	Show product, get contact	Sale child friendly resort
Goal	Get telephone or e-mail contact, private service	Motivate parents to purchase
Pictures	Room	Resort areas, beach, children playing with instructor
Symbol	Hotel logo, 3 blue dots - two big, one small	-
Colours	Black, white and pink	All primary colours

TABLE 5. Comparative between Feather River Camp and Camp Trinity

<b>Family Summer Camp</b>	<b>4<sup>th</sup> Feather River Camp</b>	<b>8<sup>th</sup> Camp Trinity</b>
Type of Language	Academic	Academic
Register	Colloquial and Jargon “unique” families	Colloquial
Targeted to	LGTB families, welcoming all kind of families	Families
With	Activities for everyone, parents, teenagers, children and CIT programs, comfort, services, help & support for parents	Activities for everyone, parents and children’s programs, services
Objective	Try new product can help the family	Great holiday, no worries

Goal	Convince is a great product, sale	Offer new alternative to holidays
Pictures	"in situ", activities, families together, colourful, smile, multicultural	Area, ranch, group of children with instructor
Symbol	Logo - oak green leave	Logo - tree
Colours	Green and Orange	Dark green and brown. orange/yellow

All photographs are made in a bright and sunny day and nearby or on the beach, less the summer camps photos situated on the mountains, rivers or valleys.

### 4.3 Narrative

Comparative analysis is going to be part of our narrative area, where we will discuss all documents gathered, considering both documents on the same importance; classical comparative analysis is going to represent the format of the narration, this format consists of frame of reference (title/aim), grounds of comparison (representation of the services chose for the comparison), organization scheme (body, discussion point-by-point between services) and linking (conclusion). All of them are going to be mentioned but not titled to produce a frame body of narration.

Rainbow family tourism service versus mainstream family tourism service is a case study to analyse the differences and similarities from these tourism services in a practical comparative way.

Two main focuses are going to be compared, rainbow or LGTB family tourism service and the mainstream family tourism service, both of them corroborate each other offering a variety of activities and services for their children or teenagers whereas what is special on one that the other do not have. Both of them are directed to families, but the mainstream services are taking into consideration the LGTB families, are they accepting those inside their policies too? The debate is on, now is time to compare four different tourism services destined to LGTB families on the one hand and mainstream families on the other hand.



The author of the thesis has chosen Resort holidays, Cruise holidays and City holidays due to their importance and relevance on the gay tourism sector, mentioned before on the thesis, and has been the most common in both sides too. Family summer camps are chosen as innovative and new products for one as well as the other side, in this sample we want to see what it is about and how it differs depending on to who it is targeted to.

Firstly, there will be a comparison of the Family resort holidays; Wonder Valley resort represents the perfect holiday for LGTB families of all kind and friends, in their advertisements leave clear the inclusion of mothers, fathers, grandparents or grandmothers, cousins and all relatives and friends wishing to spend a holiday together with their own unique family, whereas Hyatt Regency resort, representing the mainstream family tourism service, target their service to family, based on two adults plus children. Both of them direct their ads in academically type of language, but redacts their text in different way, using different registers, Wonder Valley prefers a colloquial language to get more in touch with the reader, meanwhile Hyatt Regency use a formal tone during all the text.

Talking about services, Wonder Valley promotes activities and recreation areas without mentioning any specific age, for everyone, meanwhile Hyatt Regency specifies on children recreation areas, activities and clubs for them, all in a professional childcare; this could be interpreted as LGTB families prefer to spend or do activities together, instead mainstream are good if the children have fun in the installations; but this is only one package, if this supposition continues on the analysis of the other three kinds of tourism or not will be detected on the next paragraphs.

The objective, as been a marketing text, is to show a high valued service to get sales, Hyatt also reflects the importance of the great location of this resort from a cluster of children recreational and amusements parks. Could be discussed that LGTB has enough with the area they are thus mainstream search more around the resort; this can be supported with the goal of the company, LGTB tries to communicate that it is the best product for the family and that surely are going to get out of the resort with a lot of new friends met on the same accommodation, as an alternative Hyatt goal is to get bookings do to their great location.

Taking a look into the photos will show that LGTB ones are full of colours, multiethnic and multicultural people, holding each other and having fun on the different activities, like a big family; Hyatt Regency photos are based on the interior and exterior of it and also the

promotion of the beach, photographs that also Wonder valley has. Can be deduced the importance of the family unit by homosexuals on their vacations hence mainstream, base more on the tangible services and place.

Curiosity is that both of them use the blue and white colours to represent their holiday's packages, as a difference one has the rainbow flag and the other the five stars qualification. The symbol of R Family Vacations offering the Wonder Valley Resort service, is a great pattern, two adult figures with undistinguishable sex, with one child figure on both corners, on the features can only be seen a big smile.

A delightful surprise is found on the comparison of the two cruise tourism packages, Royal Caribbean open their cruise packages to LGTB community, using their jargon in writing and on the pictures, the same jargon used on the LGTB cruise package, the magical word "pink" appears as well as clothes from the same colour on a man on the photos. Pink has always been used or related to homosexuals, the use of this colour, on a service or a product, to describe it means a clear identification for gay clients but meaningless for the mainstream. In this case the objective for Royal Caribbean is to arrive at all type of future clients instead Broadway Cruise is targeted to those who love Broadway as a theme cruise; in this case the Broadway cruise could be directed to everyone too if it was not noticed the jargon used.

Academic language has been used for both, with a colloquial register on Broadway and formal on Royal Caribbean, again LGTB clients are talked on a familiar way. Blue and gold again represents both types on a meaning of sea, relax, quality and luxury.

City Tourism has a plus for mainstream families, on their promotion of Hotel Atlantica Princess, children's recreation area, services and activities for the children are explained in detail, also the family accommodations and sports area for everyone, trying to give an idea of child friendly hotel and motivate the parents to purchase the service. Conversely, Anatolia Hotel offers a LGTB service, simple on the description with the only objective to get in contact with the family and offer a private service. Pictures are based on the same, rooms and hotel, but Hotel Atlantica Princess offer a view of white ethnic children playing with an instructor.

Again the logo on Destsetters dreamed family package is curious, two big blue dots and one smaller followed by, the importance of the family union is again demonstrable on LGTB costumers.

Colours are important and different in this case, Child Friendly company, offering Hotel Atlantica Princess service, show their product on a variation of primary colours to confirm their vision of offering child friendly services, however Anatolia Hotel is showed on black and white basics and touch of pink, again regarding to LGTB consumers.

The last two services to compare, the Family Summer camps, Feather River camp targeted to LGTB families, friends and everyone interested on group activities with no discriminations by type, culture or ethnic, and Camp Trinity directed to mainstream families, again we see a big change on the promotion of the service, mainstream families services are shown by white coloured children, people and heterosexual family photos, meanwhile LGTB families appear all kind of culture, ethnic and type of families; on the last ones family is directed to a group of persons with the same values or situation whatever their culture, skin or religion is, but on mainstream mainly are focus on father, mother and children, white ethnicity mainly.

Both of them offer calmness and relax holidays on the mountains, rivers and valleys, activities for children, for parents and to make together, great services and comfort. To differ, LGTB summer camp also includes teenagers and CIT activity programs and help and support group for parents, and all the family. On this case summer camps also helps to solve any problems caused by social hetero-normative rules, for parents, in legislation and advocacy resources, or physiologically for all the members, having the opportunity to get to know other families in the same situation and make friends. Here is also mentioned the great opportunity of making new friends, especially in the Feather River Camp. Camp Trinity intention is to show the great adventures their children can have and how relax you can be leaving them in professional hands.

The logos are quite similar but symbolically different, on the Feather River Camp is a single green oak leave, meaning unity “one big family”, in Camp Trinity is a tree with a long trunk going deep in the earth, representing together on the same objective. Both use green and orange to show the different products, Camp Trinity also uses dark brown to create the image of the tree in their logo.

Whatsoever the kind of tourism is, can be seen clear differences and similarities between them. Those will be discussed on the next paragraphs, where the results or linking will be exposed.

As a similarity the patterns of colour used to symbolise their holiday services, the perfect climate the photographs are made on, the exterior and interior photographs of the resort, hotel or campsite and also the use of the pink colour to promulgate to LGTB future costumers, which means that the LGTB jargon is everyday more well-known for everyone.

All of them have the purpose to sell the product and increase the sales, being a marketing text, for this reason they show the greatness of their services and accommodations. The difference in between them is that mainstream family packages are basically made for two adults and children mostly mother, father and children, in the other hand, LGTB family packages are made for a group or family, whatever number of members is made of, and friends or relatives. This can be seen in what is included in the package service, meanwhile ones include two adults and kids, the other offer the price by adult and by kid, making the possibility of choosing how many are on.

On the mainstream family service photographs can be noticed that white ethnicity is used to promote their service, as well as the conjugation of mother, father and child, contrarily on LGTB the multiethnic and cultures as well as groups are more shown; we can conclude that LGTB groups are open minded, and welcome everyone whatever the religion, ethnicity, culture or sex orientation is, alternatively mainstream service do not give any clue on it.

On the way to sell those services is clearly seen that is made by internet media, both used the last technologies to get in contact with their clients and get sales, as LGTB services are not as known and popular as others, the companies offering those services are more eager to offer a private service, by contacting them via telephone or e-mail, this statement can be linked with the theory part of this thesis, when we remarked that gay clients use to affiliate more to their services, getting a good private service should be a great success to use more than once and make a relationship between them. On the speech or how they present their service can also be seen, meanwhile mainstream family companies redact their information using a formal register, LGTB try to create a friendly speech using the colloquial style, to contact more with them.

On the activities or recreational areas there are differences too, mainstream families focus more on children, they search services where the child has the chance to have fun, alone, on special areas for them, or with a professional instructor. On second thoughts LGTB services are more directed to effectuate activities together, even though they have the same services than mainstream families, those are specially done to create new friends; the importance of friendship are more detectable on their services too; on one hand for the social aspect and for the other hand for support and help each other in a hetero-normative world where they live.

In conclusion, mainstream family tourism packages could perfectly fit LGTB families if they change they advertisements and way to promote, meanwhile one use the white heterosexual world, the others are accepting everyone on it without mattering how many are and from where they are. If this was a utopian world, this kind of LGTB tourism would not exist because everyone would accept everyone without the need of hiding or legal / psychological support, because however you are made what is important is how much you love your children and your desire to fight for them.

#### **4.4 Validation and opinions**

Time to validate and give opinions about our practical case study, in this subchapter we are going to recollect the opinions and validations by our opponent Mira Perttula.

The topic that the author chose for this case study is interesting and very current. The number of LGTB families is growing, which has led to a rapidly growing demand on tourism services targeted for this specific group.

Qualitative analysis and more particularly comparative analysis was an ideal choice for this case study because it enabled carrying out a very detailed and inclusive research. It also enabled analyzing not only the text part in the web pages of the chosen tourism products but all of the different marketing elements, such as photos and colors used, could be taken into consideration as well when comparing the products. In the theoretical part of the thesis the author gives a good and brief introduction to the research methods used in this case study.

The author has found very relevant and matching examples from both LGTB family tourism products and mainstream family tourism products, which is not an easy task, especially because gay friendly, family oriented tourism products are rather new phenomenon and not many in quantity yet. Also, including products from the four different categories chosen was a good idea to get an overall picture. The eight web pages were introduced clearly and analyzed well in detail. The tables that the author created for organizing all the collected data made it easier to compare the different examples and to see the surprisingly many differences between the marketing of gay friendly family tourism services and mainstream family tourism services.

The narrative part of the research summarizes the main points of the collected data and introduces the author's own observations and opinions. It is nice to see how the LGTB oriented family tourism products are being marketed in a warmer and friendlier way than the products for mainstream families. The emphasis on multi-ethnicity and strong bonds between family members and friends naturally has a positive impact on the consumers' decision making, which is something that these mainstream family tourism providers should also take into consideration.

## 5 CONCLUSIONS AND DISCUSSIONS

New life styles, new barriers to break down. Rainbow family tourism, service description and analysis, have been done to describe, analyse and offer the chance to our readers to get to know the newest product on the lesbian, gay, transgender and bisexual tourism market, the Rainbow Family Tourism, it has not been an easy research but thanks to the new net social media and internet this special service came into our hands from United States of America two years ago.

To develop an exhaustive description of the product we started with a general but difficult term as family is, and further on rainbow family or LGTB family, symbolizing the traditional term of family to the newest, where one or more subjects without mattering their gender can form a family, with the only intention of loving each other and spread their love with their children.

In addition basic concepts had been cleared like tourism and family tourism, to recognize what this special niche considers, the child friendly hotels, with services and accommodations adapted to big numbers of persons or in other group families. Starting from this base we got in touch with the most famous tourism gay niche the LGTB, Pink or Rainbow tourism, the origins of our investigations, where thanks to the development of this category and the ambition to touch all the areas and types of tourism are more well-known, by now, Rainbow Family tourism appeared.

All the characteristics have driven us to our main subject of the thesis, origins of LGTB tourism, classes or most famous types of LGTB tourism, differences and similarities with our most current tourism and the last, but not least, preferences and trends of LGTB tourism. This last one has impacted specially our vision in letting us know how important this sector is and how fast it is growing year by year in contents and numbers. Thanks to the mass media and the will of spreading a better world where discrimination is not included neither by gender, sex orientation, religion or culture, LGTB tourism has glowed into precise services like family tourism.

Nowadays thanks to the entrepreneurship of companies like R Family Vacations, rainbow family tourism has developed their destinations and packages offering a view, even though shy, of greatness safety and respect holidays for everyone; trying to counteract what the mainstream family has given us for many years. Now terms like friends, unity and respect have grown into our tourism services, created interest or encouraged services around to adapt their services into it.

As every fight the open barrier needs to be defended constantly to not obstruct it any more, this barrier was opened in the United States of America and dispersed around the world slowly, creating changes of legislations in many countries, those countries started new services and products around LGTB and thanks to the expansion of the phenomenon in this age many other countries are breaking their barriers for equality and respect; but not everything sounds as good as it is written, still a long tradition hetero-normative values are rounding around, creating difficulties for a small group of persons as LGTB are and specially LGTB families; reason by this special subdivision of tourism was born, the LGTB o rainbow tourism, only with the wish of offering and struggle for giving a new vision into the world, based on friendship, unity and respect so that one day there will be no longer a need of a special tourism.

Lamentably while this tourism is needed to defend their rights, we made a description of the rainbow families tourism services and compared them with the mainstream family tourism services, all this in a significant case study, where were compared four rainbow tourism services packages with four mainstream family packages, all of them in the same type of package (city tourism, resort tourism, cruise tourism and family summer camp tourism) and the nearest locations possible to not create ambiguity. The case study was made to see the similarities and differences between those. For example we found that both products use the same colours and landscape to market their packages as a differences we found that services targeted to LGTB customers tend to be written in a colloquial and friendlier way as well as offer a variety of activities to realize together with their relatives and new friends, everything in a multiethnic and safety environment. On second thought, mainstream tourism services are presented with a formal speech and offer wide services for children/teenagers reinforce the idea of heterosexual family and show the packages in a white hetero normative world.



The use of a case study, involving qualitative data analysis and comparative analysis has been a great method for the theme and purpose of the work, even though we would like to suggest for further developers to increase the number of web pages analysed, hoping that in a near future new services will appear also in Europe, those could be analysed with USA market services too.

The USA has great variations of information on gay tourism studies, we would like to suggest to further researchers to create or develop studies about LGTB niche in Europe as well as services around the new market the rainbow family tourism, because a great idea always comes from an old one and proceeds to a future living. We know that it is not easy but someone should continue always with the revolution.

Finally, we would like to emphasize the learning method that has been writing the thesis, we learnt in values and new visions and how to avoid the ones who disrespect the most in the tourism sector. Values like unity, friendship and respect will not disappear on our future projects as well as take them into consideration in every kind of person without discrimination as much as we can. In this world there is a space for everyone and only us can make this space for everyone.

The world is progressing and in permanent evolution, whatever are your beliefs, gender or sexual orientation there should be respect, even if those ideas does not correspond with yours does not mean that they are wrong; they are just done in a different way, broaden your vision, open your mind.

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Accessed 4th October 2012.

## APPENDICES

1<sup>st</sup> R Family Vacations, Wonder Valley Ranch Resort, Sanger, California (USA),  
[www.rfamilyvacations.com/vacations/wonder\\_valley.php](http://www.rfamilyvacations.com/vacations/wonder_valley.php)



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*Don't you wish you were back on the Lido Deck right now???*  
*— Dottie, 4/08*


2013 Vacations

R FAMILY VACATIONS  
Club Getaway  
Club Med Opio (France)  
Wonder Valley Ranch Resort

THE BROADWAY CRUISE

KELLI & GREGG'S ADVENTURES (ADULT ONLY)  
  
LGBT Riverboat from Paris  
LGBT Mexico Fiesta Resort (stay tuned)

## R Family Vacations



### Wonder Valley Ranch Resort • Sanger, CA • August 18 - 23, 2013

#### Westward Ho!

Wonder Valley is a fantastic family camp with activities for all ages. Join R Family as we've chartered this entire location for the ultimate California family vacation. Comfortable resort lodging and bountiful buffet meals provide moms, dads, grandparents and kids an incredible family summer trip.

#### Where is Wonder Valley Ranch Resort?


Just minutes from Sequoia and Kings Canyon National Parks in the beautiful Sierra Nevada foothills, this spectacular location is an easy drive from Northern and Southern Cal and just 30 minutes from Fresno Yosemite International Airport.

Families stay in individual quaint country cottages or modern hotel-style rooms. All accommodations feature air conditioning and private baths and many of the rooms can be adjusted for sleeping up to eight guests.

#### What is there to do?

Swimming (pools & man-made lake) – Paintball – Skateboard Park – Tennis – Soccer Equestrian riding lessons – Archery – Fitness Classes – Gymnastics – Arts & Crafts – Water Basketball – Waterslides – Mini-Bikes – Yoga – Go-Kart Track – Trampoline Center – Campfires – Nature Walks – Fishing – Volleyball – Softball – Trail Rides

A beautiful ranch resort set in the scenic Sierra Foothills, Wonder Valley has been home here since 1911! Enjoy family dances, R Family entertainment, and much more! Try something new or just relax in the cool water. And like all of our vacations, get ready to make some friends for life.

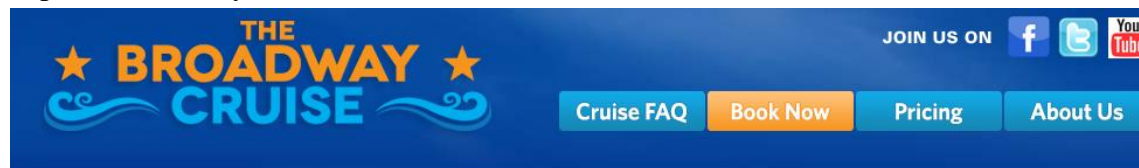


#### Book Wonder Valley Ranch Now!

Pricing:	Price Per Person:
Adults	\$1099
Kids 4-17	\$699
Kids 2-3	\$399

2<sup>nd</sup> R Family Vacations & Nickelodeon Cruises, the Broadway cruise from New York City to Bermudas Islands (USA).

<http://thebroadwaycruise.com/>



**Premiering July 7, 2013 aboard the Norwegian Breakaway NYC to Bermuda**

Join us on "The Broadway Cruise" sailing from the theater capital of the world to the beautiful pink sand beaches of Bermuda. This exciting cruise is designed for the ultimate Broadway fan.

You will enjoy daily and evening activities that will bring you exclusive access and performances from the best of Broadway throughout the trip.

**IT WILL BE A DREAM COME TRUE FOR ALL BROADWAY LOVERS!**



#### WHAT WILL BE INCLUDED IN THIS EXCLUSIVE BROADWAY EXPERIENCE?

- \* Exclusive Performances by Broadway Stars
- \* Musical Director, the amah-zing Seth Rudetsky (Broadway Host on Sirius/XM radio and the ultimate Broadway fan)
- \* Cocktail hours with New York City piano bar stars
- \* Broadway Fantasy Camp for all ages
- \* Perform in Seth's Broadway Belters Show

#### SAILING ON THE BEAUTIFUL NORWEGIAN BREAKAWAY!

- \* Sailing on the Brand New Norwegian Breakaway
- \* NCL's Newest & Most Innovative Ship
- \* Aqua Park at Sea with Five Full-Size Water Slides
- \* Staterooms that include Exclusive Haven Luxury Suites to Studio Single Staterooms
- \* Full Scale Production of Broadway's Rock of Ages
- \* Freestyle Dining including Seafood, Brazilian Steakhouse, Irish Pub, Noodle Bar, Italian, Sushi and More!
- \* Pink Sand Beaches in Bermuda





3<sup>rd</sup> Destsetters, Dreamed family package Anatolia Hotel, Thessaloniki, Greece.

<http://www.destsetters.com/en/gay-lesbian-packages-family.html>



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## Dreamed Family Packages

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Enjoyable packages for gay and lesbian families, that fulfil the wishes of all family members. Spend some relaxing time with your partner and child/children at high-quality hotels and premises, fully capable and ready to welcome LGBT families from all over the world.

### Anatolia Hotel | Thessaloniki | Greece

Package Description	Package Rates		
	01/10 - 30/04	01/05 - 30/06	01/07 - 30/09
Discover the land of Alexander the Great. Visit Pella, Vergina & Thessaloniki Archaeological museum. 3 nights HB in a family room. Meet and greet service. Detailed "info pack" with directions, tips, contact details etc. Rental car from arrival to departure (cat C - VW Polo, Ford Fiesta etc) 08:00 to 21:00. Call back help line.	622,00€	678,00€	712,00€

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4<sup>th</sup> Camp it up!, Feather river camp, Quincy, California (USA)

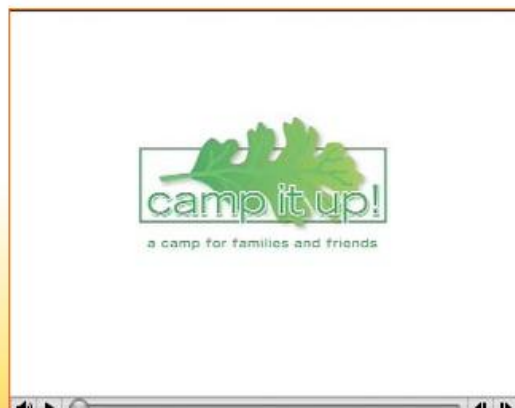
<http://www.campitup.org/>



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Summer 2013 Camp Dates:  
 July 27 - August 4  
 Feather River Camp  
 Quincy, California



### Space Still Available. Join Us!

Discover Camp It Up! — the family camp you've been looking for. Now in our 24th year, we're known for one-of-a-kind gay family vacations. We respect and celebrate all unique families and we welcome you to find out more and join us this summer.

- Welcoming all families since 1990
- Children's programs for kids 12 months to 12 years
- Teen and counselor-in-training programs
- Adult activities
- Three square meals cooked by a seasoned staff
- Lodging for each family among the redwoods

If you're looking for magical moments,  
 you'll find them at Camp It Up!

5<sup>th</sup> Affordable Tours, Family friendly resorts: Hyatt Regency Huntington Beach Resort and Spa, Huntington Beach, California (USA)

<http://resorts.affordabletours.com/search/Property/resorts/402/>

**AffordableTours.com**

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**Resort Property**

### Hyatt Regency Huntington Beach Resort and Spa

★★★★★


21500 Pacific Coast Highway  
Huntington Beach CA, 92648-5300 USA

[BOOK NOW](#)

**Location:** Huntington Beach [View All Hyatt Resorts](#)

Shimmering views of the Pacific and luxurious amenities await you at the oceanfront Hyatt Regency Huntington Beach Resort & Spa.

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This stunning, Spanish-inspired hotel in Huntington Beach will delight your every sense, with pampering spa treatments, irresistible restaurants, ocean adventures and superior service. Enjoy the endless activities you'll find at Hyatt's Huntington Beach hotel resort - including a heated pool, direct access to the beach, surf pros, tennis, biking, Camp Hyatt and more. Want to venture further? Explore Disneyland, Knotts Berry Farm and the Aquarium, all within easy reach of this most remarkable of Huntington Beach, California hotels.

6<sup>th</sup> Royal Caribbean, Explorer of the Sea, 7 night cruise to Bermudas Islands (USA)

<http://www.royalcaribbean.es/findacruise/cruiseDetails/itineraryAndPricing.do?hasSenior=&hasMilitary=&hasFireandPolice=&cruiseType=CO&state=&packageCode=EX07B023&date=&sailDate=1131006>

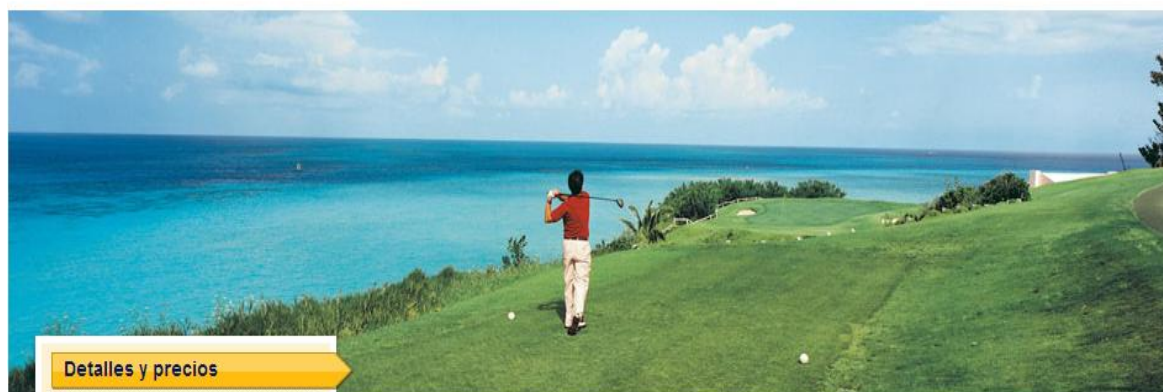


Desde \* 416 EUR

Explorer Of The Seas

## 7 Noches De Crucero Por Bermudas

[+ AÑADIR A LA CUENTA MIS CRUCEROS](#)



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Maravillate con las playas de arena rosada, casas en tonos pastel y pantalones cortos de todos los colores, incluso rosado.

[RESERVAR AHORA](#)

7<sup>th</sup> Child Friendly, Hotel Atlantica Princess, Rhodes, Greece

<http://www.childfriendly.co.uk/family-holidays/greek-islands/rhodes/trianda/hotel-atlantica-princess/>




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## Hotel Atlantica Princess, Trianda



**Address:** Trianda, Rhodes, Greek Islands
 

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## Hotel Atlantica Princess overview

Trianda is a very popular holiday resort, and the Hotel Atlantica Princess has fantastic facilities for families. Kids will love the beautiful lagoon style swimming pool and the great entertainment ...



8<sup>th</sup> bar 717 Ranch, Camp Trinity, California (USA)

<http://www.bar717.com/family.php>



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## FAMILY CAMP

Family Camp is an opportunity for families and friends to spend time together in the beautiful mountains of Trinity County. Go with your whole family on a trail ride, help us milk the cow, gather eggs, or slop the pigs, throw a pot in the ceramics shop, or just relax on a beach along our river. We offer a large variety of [programs](#) and [activities](#) for parents and children of all ages.

Join us for a week of mountain ranch living. Leave your cell phone at home (they don't work here anyways). We'll take care of all the cooking (with much of the food we serve grown or raised on the Ranch), and all the dishes, too. And best of all, spend the day with your kids as they run free in a place that is full of wonder and new experiences.

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